In the Claims

1.   (original) A system comprising:

a plurality of web servers, each storing a plurality of web pages and returning selected ones of the plurality of web pages to a plurality of requesting client devices;

a central logging server coupled to the plurality of web servers;

wherein each of the plurality of web pages for which centralized logging is desired includes a reference to content stored on the central logging server; and

wherein the central logging server logs accesses to the plurality of web servers upon receipt, from the requesting client devices, of a request for the content.

2.   (original) A system as recited in claim 1, wherein the plurality of web servers, the central logging server, and the plurality of requesting client devices are coupled together via the Internet.

3.   (original) A system as recited in claim 1, wherein the reference has embedded therein information identifying usage of the web by a user initiating a request for a web page.

4.   (original) A system as recited in claim 1, wherein the central logging server further logs information received in a cookie accompanying the request for the content.

5. (original) A system as recited in claim 1, wherein the reference comprises a Hypertext Markup Language (HTML) tag.

6. (original) A system as recited in claim 1, wherein each of the plurality of web servers further logs information regarding the request locally.

7. (original) A system as recited in claim 1, wherein the reference comprises a reference to a transparent graphic image.

8. (original) A method comprising:

receiving a request for a document; and

returning, in response to the request, the document including a reference to content that causes information regarding the request for the document to be logged at a remote logging server.

9. (original) A method as recited in claim 8, wherein the reference comprises a reference to content stored at the remote logging server.

10. (original) A method as recited in claim 8, wherein the reference comprises a reference to a transparent graphic image.

11. (original) A method as recited in claim 8, wherein the reference comprises a reference to a graphic image located at the remote logging server.

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12. (original) A method as recited in claim 8, further comprising logging the information regarding the request locally.

13. (original) A method as recited in claim 8, wherein the information regarding the request comprises information identifying usage of the web by a user initiating the request.

14. (original) A method as recited in claim 8, wherein the reference comprises a Hypertext Markup Language (HTML) tag.

15. (original) A method as recited in claim 8, wherein the document comprises a web page.

16. (original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 8.

17. (original) A method, implemented in a logging server, comprising:

    receiving a request for content, the request having been submitted so that access to a web page on another server could be logged;

    logging information embedded in the request; and

    responding to the request with the content.

18.   (original) A method as recited in claim 17, wherein the receiving comprises receiving the request from a client computing device.

19.   (original) A method as recited in claim 17, wherein the information embedded in the request comprises information regarding what content was being rendered when the web page was accessed.

20.   (original) A method as recited in claim 17, wherein the information embedded in the request comprises information identifying usage of the web by a user initiating the request.

21.   (original) A method as recited in claim 17, further comprising:

receiving a cookie along with the request; and

logging information included in the cookie.

22.   (original) A method as recited in claim 17, wherein the content comprises a transparent graphic image.

23.   (original) A method as recited in claim 17, wherein the responding comprises returning a small response to a device the request was received from.

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24.   (original) A method as recited in claim 17, wherein the responding comprises returning a response of less than 50 bytes to a device the request was received from.

25.   (original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 17.

26.   (original) A method comprising:

sending a request to access a web page at a first server;

receiving the web page including an indication of additional content to be obtained from a second server so that access to the web page can be logged at the second server; and

sending another request to the second server for the additional content.

27.   (original) A method as recited in claim 26, wherein the other request has embedded therein information identifying usage of the web by a user initiating the request.

28.   (original) A method as recited in claim 26, further comprising sending, as part of the other request, a cookie that is associated with a plurality of servers including the second server.

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29.   (original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 26.

30.   (original) A method of tracking web usage, the method comprising:

adding, to each of a plurality of web pages, a reference to content stored at a central logging server; and

logging, at the central logging server, information embedded in the reference, wherein the central logging server is accessed by a remote device to obtain the content when any of the plurality of web pages is rendered.

31.   (original) A method as recited in claim 30, wherein the information regarding the request comprises information identifying usage of the web by a user initiating the request.

32.   (original) A method as recited in claim 30, wherein the adding comprises, for each web page, adding the reference in an area outside of the formatting of the web page

33.   (original) A method as recited in claim 30, wherein the adding comprises, for each web page, adding the reference at the end of the web page.

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34. (original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 30.

35. (original) A method comprising:

including, in a web page to be stored at a web server, a reference to content stored on a logging server, the reference having embedded therein an indication to the logging server that the web server was accessed.

36. (original) A method as recited in claim 35, wherein the reference further has embedded therein information identifying usage of the web by a user initiating the access to the web server.

37. (original) A method as recited in claim 35, wherein the reference comprises a Hypertext Markup Language (HTML) tag.

38. (original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 35.

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39. (currently amended) A ~~computer readable medium~~ method for centralized network usage tracking, comprising: ~~having stored there~~on a ~~web page, the web page including portions that, when interpreted by a plurality of instructions being executed by one or~~ more ~~processors, causes the plurality~~ of ~~instructions to perform acts including:~~

configuring a webpage to include a tracking tag, wherein the tracking tag comprises information about transmission of the webpage from a server to a client;

transmitting, in response to a request by the client, the webpage including the tracking tag from the server to the client;

rendering the webpage on the client, wherein the rendering comprises requesting delivery, by a logging server, of content identified by the tracking tag; and

receiving the tracking tag at the logging server and logging the information included within the tracking tag.

~~indicating to a centralized logging server that a web server hosting the web page has been accessed.~~

40. (currently amended) ~~A computer readable medium as recited in claim 39, wherein the plurality of instructions comprises a web browser.~~ The method of claim 39, wherein the tracking tag additionally comprises:

parameters, comprising identification of the server.

41.   (currently amended) A~computer~readable~medium~as~recited~in~claim~39,~wherein~one~of~the~portions~includes~a~reference~to~content stored~on~the~centralized~logging~server,~and~wherein~the~indicating~comprises~requesting~the~content~from~the~centralized~logging~server. The method of claim 39, wherein configuring the webpage to include the tracking tag comprises:

locating the tracking tag at the end of the webpage outside of formatting of the webpage.

42.   (currently amended) A~computer readable~medium~as~recited~in~claim~41,~wherein~the~reference~includes~information~regarding~what~content~was~being~rendered~as~part~of~the~web~page. The method of claim 39, wherein logging the information on the tracking tag is performed by the logging server for tracking tags sent by a plurality of servers to a plurality of clients.

43.   (currently amended) A~computer~readable~medium~as~recited~in~claim~41,~wherein~the~reference~includes~information~identifying~the~web~server. The method of claim 39, additionally comprising:

sending a trivial response from the logging server to the client, thereby minimizing resource expenditures by the client in rendering the response.

44.   (currently amended) ~~A computer readable medium as recited~~ in ~~claim 39, wherein one of the portions includes a reference to content stored on another web server.~~ The method of claim 39, wherein the rendering additionally comprises:

displaying portions of the webpage as they are received;

receiving a trivial response from the logging server in response to the requested delivery; and

rendering the trivial response.

45.   (original) ~~A computer readable medium~~ as ~~recited in claim 39, wherein the~~ plurality ~~of instructions includes a Hypertext Markup Language (HTML) tag.~~ The method of claim 39, wherein the tracking tag additionally comprises a name of a program on the logging server that logs the tracking tag.